

Statewide Lodging Performance Second Quarter 2007

Market/Year	Occupancy	ADR	RevPAR	Demand	Supply
<i>United States</i>					
2006	66.6%	\$97.82	\$65.15	267,400,105	401,457,042
2007	66.8%	\$103.07	\$68.90	271,785,297	406,584,525
% change	0.4%	5.4%	5.7%	1.6%	1.3%
<i>Mountain Region</i>					
2006	68.1%	\$91.63	\$62.39	32,583,585	47,855,310
2007	69.6%	\$96.54	\$67.15	33,345,660	47,940,960
% change	2.2%	5.4%	7.6%	2.3%	0.2%
<i>State of Arizona</i>					
2006	68.1%	\$96.51	\$65.72	6,183,854	9,081,339
2007	68.2%	\$101.66	\$69.37	6,189,726	9,070,563
% change	0.2%	5.3%	5.6%	0.1%	-0.1%
<i>Metro Phoenix</i>					
2006	67.8%	\$109.26	\$74.08	3,251,126	4,794,876
2007	66.7%	\$114.93	\$76.63	3,190,616	4,785,286
% change	-1.7%	5.2%	3.4%	-1.9%	-0.2%
<i>Metro Tucson</i>					
2006	66.6%	\$87.76	\$58.41	935,495	1,405,499
2007	66.2%	\$93.69	\$62.01	913,105	1,379,564
% change	-0.6%	6.8%	6.2%	-2.4%	-1.8%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.